

The Economic Impact of Broadband

Access to broadband and the opportunities it affords is absolutely critical to the future of Appalachian Ohio. We must fight to bring our communities up to speed with more urban locales so that we may compete on a level playing field. Doing so will enable us to **attract new businesses, provide new educational opportunities, develop more efficient health care services, and greatly improve the overall quality of life for rural residents.**

Currently, **approximately two-thirds of Appalachian Ohio is unserved by broadband.**

According to Connect Ohio (www.connectohio.org), a 7% point increase in broadband adoption across Ohio could result in:

- **More Jobs**: An additional 96,000 jobs per year created or saved, worth about \$3.6 billion. Approximately 6,000 of those jobs would be in the 18th Congressional District, worth about \$210 million.
- **Reduced Health Care Costs**: About \$25.4 million saved annually with \$1.9 million saved in the 18th Congressional District.
- **Fewer Miles Driven by Ohioans**: Savings of \$248 million a year (\$22 million a year in the 18th Congressional District).
- **Better Access to Goods and Services**: A savings of 144 million hours a year from accessing broadband at home, worth nearly \$1.3 billion annually. The benefits to Ohio's 18th Congressional District would be a savings of 11 million hours a year, worth nearly \$89 million.

The 18th District lags behind the State average in both computer ownership and broadband adoption. Furthermore, **53% of the people in the 18th Congressional District without broadband either don't understand the benefits of broadband adoption or don't believe they need it.**

However, businesses with broadband are proven to possess significant economic advantages over those businesses without broadband. Connect Ohio found that **broadband-connected businesses averaged annual revenues of \$600,000 while the average annual revenues of businesses without broadband are half as much at only \$300,000.**

We must work first and foremost to ensure that broadband infrastructure is in place so that **access is an option** for hard-working Ohioans, no matter where they choose to live. We've made some great strides toward that goal through the passage and implementation of programs under the American Recovery and Reinvestment Act. But we must also convince those with access to broadband of its significant benefits and potential. Only after achieving higher accessibility and adoption will the 18th Congressional District be poised for optimum economic growth.